

ALL SMOKERS INHALE—

**BUT YOUR THROAT
NEEDN'T KNOW IT!**

The thing to think about is—*what cigarette* you smoke . . . and inhale.

Look at the *difference* below. It was found and reported by eminent doctors who compared the leading favorite cigarettes:

**SMOKE OF THE FOUR OTHER LEADING
POPULAR BRANDS AVERAGED MORE
THAN THREE TIMES AS IRRITATING—AND
THEIR IRRITATION LASTED MORE THAN
FIVE TIMES AS LONG—AS THE STRIKINGLY
CONTRASTED PHILIP MORRIS!**

No finer tobaccos grow than those in PHILIP MORRIS. *But—in addition*—PHILIP MORRIS give you this exclusive, *proved protection!* No worry about throat irritation—even when you inhale.



**REAL PROTECTION
ADDED TO
FINER PLEASURE!**

CALL FOR PHILIP MORRIS

America's Finest Cigarette

1003071205

INHALING needn't worry **YOUR** throat!

THERE'S a lot of *difference* in cigarettes!

And here's how the five most popular brands stack up—as compared by eminent doctors.*

The other four brands averaged more than three times as irritant as PHILIP MORRIS

And this irritation—from the other four—lasted more than five times as long!

Sure, you inhale.
All smokers do. So—be sure about your cigarette!



CALL FOR PHILIP MORRIS

AMERICA'S Finest CIGARETTE

(*Reported in authoritative medical records)

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